

**LISTING OF THE CLAIMS**

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1      1. (Canceled)
- 1      2. (Canceled)
- 1      3. (Canceled)
- 1      4. (Previously presented) The method of claim 43, wherein the business solution is a  
2      general business solution based on the selected dynamic set of questions and the specific  
3      industry.
- 1      5. (Original) The method of claim 4, further comprising the step of providing a specific  
2      business solution based on the general business solution, wherein the general business  
3      solution and the specific business solution are stored in a database and are provided based  
4      on a set of rules.
- 1      6. (Original) The method of claim 5, wherein the specific business solution is  
2      transparent to a user.
- 1      7. (Original) The method of claim 5, further comprising the step of ranking one of the  
2      general business solution and specific business solution in order of business priority  
3      based on ranking rules.

- 1      8. (Previously presented) The method of claim 7, further comprising the step of storing  
2      the selective dynamic set of questions, the business measures, the specific industry code  
3      and the responses to the selective dynamic set of questions in the database.
- 1      9. (Previously presented) The method of claim 43, wherein the business measure is a  
2      business specific measure defined as one of inventory, revenue, costs of goods sold,  
3      selling and administrative expenses, fixed assets, accounts receivable, and accounts  
4      payable.
- 1      10. (Previously presented) The method of claim 9, wherein the selected dynamic set of  
2      questions are questions based on the specific industry and the business measure.
- 1      11. (Canceled)
- 1      12. (Previously presented) The method of claim 43, further comprising the step of  
2      providing rules for determining the next question based on the previous answer.
- 1      13. (Original) The method of claim 12, wherein the rules determine whether the next  
2      question is a duplicate of a previous question such that the previous question is selected  
3      only once.
- 1      14. (Original) The method of claim 13, wherein the rules determine that no further  
2      question is selected.
- 1      15. (Previously presented) The method of claim 43, further comprising the step of  
2      providing quantitative dynamic set of questions based on the selective dynamic set of  
3      questions and the response.

- 1 16. (Previously presented) The method of claim 15, further comprising the step of  
2 providing a financial analysis of the business solution based on at least one quantitative  
3 response to the quantitative dynamic set of questions.
- 1 17. (Original) The method of claim 16, wherein the financial analysis is a rate of return  
2 (ROR), a return on investment (ROI) or a return on assets (ROA).
- 1 18. (Canceled)
- 2
- 1 19. (Canceled)
- 1 20. (Previously presented) The method of claim 43, further comprising the step of  
2 ranking one of the general business solution and the specific business solution in order of  
3 business priority based on ranking rules.
- 1 21. (Previously presented) The method of claim 43, further comprising the step of  
2 providing rules, wherein the rules at least (i) determine a next question based on a  
3 previous answer, (ii) determine that no further question needs to be selected and  
4 (iii) determine whether the next question is a duplicate of a previous question such that  
5 the previous question will only be presented once.
- 1 22. (Previously presented) The method of claim 43, further comprising the steps of:  
2 providing at least one quantitative question based on the response; and  
3 providing a financial analysis of the business solution based on at least one  
4 quantitative response to the at least one quantitative question.
- 1 23. (Canceled)

1 24. (Canceled)

1 25. (Previously presented) The system of claim 44, further comprising means for  
2 providing a specific business solution based on a general business solution of said general  
3 or specific business solutions.

1 26. (Original) The system of claim 25, further comprising means for generating rules,  
2 the generating rules means providing (i) the selected metrics based on the responses,  
3 (ii) the general business solution based on the responses and the specific industry and  
4 (iii) the specific business solution based on the general business solution.

1 27. (Previously presented) The system of claim 26, further comprising means for storing  
2 the dynamic set of questions, the responses, the general business solution and the specific  
3 business solution.

1 28. (Original) The system of claim 25, further comprising means for providing a  
2 financial analysis of one of the general business solution and the specific business  
3 solution based on quantitative responses.

1 29. (Previously presented) The system of claim 44, wherein:  
2 the computer-implemented means for permitting a user to select one or a plurality  
3 of business measures is comprised of a business driver module which stores business  
4 measures associated with a specific industry;  
5 the computer-implemented means for presenting a dynamic set of questions is  
6 comprised of a business metrics module which stores questions associated with the  
7 specific industry and at least one selected business measure stored in the business driver  
8 module; and

9           the means for using a computer to analyze a user's answers to the dynamic set of  
10 questions and to provide general or specific business solutions as determined by an  
11 analysis of said user's answers is comprised of a business solution module which  
12 provides business solutions based on responses to selected questions stored in the  
13 business metrics module and the specific industry.

1    30. (Original) The system of claim 29, further comprising a quantitative metrics module  
2    associated with the business solution module, the quantitative metrics module storing  
3    specific quantitative questions.

1    31. (Original) The system of claim 30, further comprising a financial analysis module  
2    which calculates financial benefits of the business solution based on quantitative  
3    responses to selected specific quantitative questions stored in the quantitative metrics  
4    module.

1    32. (Original) The system of claim 30, further comprising a rules module which  
2    generates rules, the rules being used to determine the business solution based on the  
3    responses and pertinent questions to provide to a user based on the responses.

1    33. (Original) The system of claim 32, further comprising a database which stores the  
2    business driver module, the business metrics module, the responses and the business  
3    solution module.

1    34. (Original) The system of claim 30, wherein the business driver module, the business  
2    metrics module and the business solution module are accessed by one of a web page  
3    resident on a server, a telephone and a personal digital assistant.

1    35. (Canceled)

1 36. (Canceled)

1 37. (Previously presented) The machine readable code of claim 45, wherein the business  
2 solution is one of a general business solution and a specific business solution.

1 38. (Original) The machine readable code of claim 37, further comprising the step of  
2 ranking the business solution in order of business priority based on ranking rules.

1 39. (Previously presented) The machine readable code of claim 37, wherein the business  
2 measure is a business specific measure defined as one of inventory, revenue, costs of  
3 goods sold, selling and administrative expenses, fixed assets, accounts receivable, and  
4 accounts payable.

1 40. (Previously presented) The machine readable code of claim 45, further comprising  
2 the step of providing rules for determining a next question of the selective dynamic set of  
3 questions based on a previous response to the selective dynamic set of questions.

1 41. (Previously presented) The machine readable code of claim 45, further comprising  
2 the step of providing quantitative questions based on the selective dynamic set of  
3 questions and the response.

1 42. (Previously presented) The machine readable code of claim 45, further comprising  
2 the step of providing a financial analysis of the business solution based on at least one  
3 quantitative response to a quantitative question from the dynamic set of questions.

1 43. (Currently amended) A computer-implemented method of providing business  
2 solutions over an interactive communications medium, comprising the steps of:

3           permitting a user to select an industry from a set of industries electronically stored  
4           in a database for which business solutions are available,

5           permitting a user to select one or a plurality of business measures from a set of  
6           business measures electronically stored in a database, wherein each business measure is  
7           associated with a particular financial aspect of a selected industry,

8           using a computer connected to an interactive communications medium to assist a  
9           user in performing a qualitative assessment on each one of said selected one or a plurality  
10          of business measures based on benchmarks relevant to a selected industry,

11          ~~presenting a dynamic set of questions~~ based on said qualitative assessment from  
12          among questions electronically stored in a database which relate to selected business  
13          measures of a selected industry, presenting a dynamic set of questions such that questions  
14          for a user can be applied to database contents for a plurality of purposes, one of said  
15          purposes being to permit a next question to be based on a previous question and a  
16          previous answer, and permitting a user to answer said dynamic set of questions,

17          using a computer to analyze a said user's answers to said dynamic set of questions  
18          and to determine ~~general or specific~~ a business solution ~~solutions~~ based on an analysis of  
19          said user's answers, and for providing said ~~general or specific~~ business solution ~~solutions~~  
20          to said user, and

21          using a computer to analyze said ~~a specific~~ business solution ~~and to perform a~~  
22          ~~financial analysis~~ based on a selected industry, business measures and associated  
23          benchmarks, ~~wherein said financial analysis is~~ and to perform a return on investment  
24          analysis, and

25          selecting a specific industry code ~~associated with the~~ identifying said selected  
26          industry.

1       44. (Currently amended) A system for providing business solutions over an interactive  
2       communications medium, comprising the steps of:

3 computer-implemented means for permitting a user to select an industry from a  
4 set of industries electronically stored in a database for which business solutions are  
5 available,

6 computer-implemented means for permitting a user to select one or a plurality of  
7 business measures from a set of business measures electronically stored in a database,  
8 wherein each business measure is associated with a particular financial aspect of a  
9 selected industry,

10 means for using a computer connected to an interactive communications medium  
11 to assist a user in performing a qualitative assessment on each one of said selected one or  
12 a plurality of business measures based on benchmarks relevant to a selected industry,

13 computer-implemented means for presenting, ~~a dynamic set of questions~~ based on  
14 said qualitative assessment from among questions electronically stored in a database  
15 which relate to selected business measures of a selected industry, a dynamic set of  
16 questions such that questions for a user can be applied to database contents for a plurality  
17 of purposes, one of said purposes being to permit a next question to be based on a  
18 previous question and a previous answer, and permitting a user to answer said dynamic  
19 set of questions,

20 means for using a computer to analyze a said user's answers to said dynamic set  
21 of questions and to determine ~~general or specific~~ a business solution ~~solutions~~ based on  
22 an analysis of said user's answers, and for providing said ~~general or specific~~ business  
23 solution ~~solutions~~ to said user, and

24 means for using a computer to analyze said ~~a specific~~ business solution ~~and to~~  
25 ~~perform a financial analysis~~ based on a selected industry, business measures and  
26 associated benchmarks, ~~wherein said financial analysis is~~ and to perform a return on  
27 investment analysis, and

28 means for using a computer to select a specific industry code ~~associated with the~~  
29 identifying said selected industry.



1 45. (Currently amended) A machine readable medium containing code for instructing a  
2 computer to provide business solutions over an interactive communications medium, the  
3 code implementing the steps of:

4 instructing a computer to permit a user to select an industry from a set of  
5 industries electronically stored in a database for which business solutions are available,

6 instructing a computer to permit a user to select one or a plurality of business  
7 measures from a set of business measures electronically stored in a database, wherein  
8 each business measure is associated with a particular financial aspect of a selected  
9 industry,

10 instructing a computer connected to an interactive communications medium to  
11 permit to assist a user in performing a qualitative assessment on each one of said selected  
12 one or a plurality of business measures based on benchmarks relevant to a selected  
13 industry

14 instructing a computer, ~~to present a dynamic set of questions~~ based on said  
15 qualitative assessment from among questions electronically stored in a database which  
16 relate to selected business measures of a selected industry, to present a dynamic set of  
17 questions such that questions for a user can be applied to database contents for a plurality  
18 of purposes, one of said purposes being to permit a next question to be based on a  
19 previous question and a previous answer, and permitting a user to answer said dynamic  
20 set of questions,

21 instructing a computer to analyze a said user's answers to said dynamic set of  
22 questions and to determine ~~general or specific~~ a business solution ~~solutions~~ based on an  
23 analysis of said user's answers, and for providing said ~~general or specific~~ business  
24 solution ~~solutions~~ to said user, and

25 instructing a computer to analyze said ~~a specific~~ business solution ~~and to perform~~  
26 ~~a financial analysis~~ based on a selected industry, business measures and associated  
27 benchmarks, ~~wherein said financial analysis is~~ and to perform a return on investment  
28 analysis, and

29           instructing a computer to select a specific industry code ~~associated with the~~  
30   identifying said selected industry.